

fall values

ADVERTISED IN Reader's Digest

Disston

Fall Specials '72

C-1 Countryside

This sturdy cross-cut saw is used primarily around the farm, shop or home where occasional use of a saw is required. The blade is hardened, tempered, set and filed for long service. The hardwood handle is carved.

Challenger II

This is the ideal extra saw for camp, cottage or home. An economically-priced general purpose saw, it is designed to take a beating. The new, heavy duty handle has a rich scroll design on both sides.

368 Deluxe Hacksaw Frame

The sturdy, gleaming, nickel plated steel frame is fully adjustable for 10", 12" blades—adjustable to four positions. Heavy duty steel handle is faced with polystyrene. Blade included.

No. K-304 Compass Saw

Reversible blade is made of hardened and tempered steel. Teeth are set and filed. Easy changing. The open grip handle is weatherproofed and constructed of sturdy hardwood. Wingnut and pin for reverse use.

	C-1 Handsaw 26", 8 & 10 pt.	368 Deluxe Hacksaw Frame	K-304 Compass Saw 12"	Challenger II Handsaw, 26"
Regular Retail	6.29	4.85	2.54	3.19
Special Retail	4.59	3.49	1.89	1.99
Regular Dealer	4.19	3.23	1.69	2.12
Special Dealer	3.48	2.62	1.43	1.55

Disston

Contact your local Disston distributor or write Disston Inc., 601 Grant Street, Pittsburgh, Pa. 15219

DISSTON

1972 FALL HARDWARE WEEK SPECIALS DEALER FACT SHEET

PACKAGING

C-1	FS	26" Handsaw 8 & 10 pt. Packed two per box, five boxes per shipper.
368	FS	Hack Frame. Packed one per box, five boxes per case.
K-304	FS	Compass Saw. Packed five per box.
Challenger II	FS	Handsaw. Packed ten per box

ORDERING DATES — See your Disston distributor.

SHIPPING DATES — After July 1, 1972.

ORDERING INSTRUCTIONS — Designate Fall Specials. Each order must specify "FS" to qualify for promotional prices.

TERMS — 2% - 10 days, net.

RETAIL PROMOTION DATES — "Golden Value Days" September 28 through October 14, 1972.

CO-OP ADVERTISING ALLOWANCE

Disston offers the retailer a 50% cooperative advertising allowance on all hardware products. There are two sources for this program:

- (1) The NRHA Co-op Advertising Program. For those retailers who participate in this program, Disston offers a 50% co-op allowance. This allowance is subject to the terms and conditions as outlined by NRHA.
- (2) DISSTON RETAIL HARDWARE COOPERATIVE ADVERTISING PROGRAM (Does not apply to Disston Cordless Electric Products)

ELIGIBILITY & ALLOWANCE:

Disston will pay 50% of the net cost of approved dealer advertising to any retailer who sells Disston Hardware Products.

APPROVED MEDIA:

ACB approved Daily and Sunday newspapers—Radio and Television time costs on spot announcements only—Consumer Circulars, Catalogs and Flyers. All other advertising MUST HAVE PRIOR APPROVAL.

QUALIFIED ADVERTISING:

1. Program applies only to current model Disston hardware products. No reimbursement is given on close-out merchandise.
2. All print media and television advertising must carry illustration of current Disston hardware product(s) — All advertising must display or mention the Disston name. Print and T.V. must display the Disston logo.
3. All ads containing products other than Disston - reimbursement will be pro-rated according to the space or time devoted to Disston product(s).

AUTHORIZED CHARGES:

1. Newspapers — qualifying newspaper advertisements will be reimbursed on a fixed rate basis — that is, the line rate as determined by ACB for approved newspapers.
2. Radio & Television — Dealer's earned rate for time devoted to Disston — in no case greater than local card rate.
3. Consumer Circulars, Catalogs and Flyers — Proportionate share of total cost of printing and distribution based on space devoted to Disston products.

SUBMISSION OF CLAIMS:

Send complete "proof of performance" (within 60 days of publication or broadcast) to: Disston Hardware Co-op, c/o The Advertising Checking Bureau, P. O. Box 8382, Columbus, Ohio 43201.

Full details on this program are available upon request.

DISSTON

1972 FALL HARDWARE WEEK SPECIALS DISTRIBUTOR FACT SHEET

CAT. NO.	PRODUCT	REG. DIST.	SPEC. DIST.	REG. DEALER	SPEC. DEALER	REG. RETAIL	SPEC. RETAIL	MIN. QTY. (NO MIN. ON REORDERS)
C-1 FS	Handsaw 26", 8 & 10 pt.	\$3.15	\$2.78	\$4.19	\$3.48	\$6.29	\$4.59	50
368 FS	Hack Frame	2.42	2.10	3.23	2.62	4.85	3.49	50
K-304 FS	Compass Saw 12"	1.27	1.15	1.69	1.43	2.54	1.89	50
Challenger II FS	Handsaw, 26"	1.59	1.24	2.12	1.55	3.19	1.99	200

PACKAGING

C-1 FS 26" Handsaw 8 & 10 pt. Packed two per box, five boxes per shipper.
 368 FS Hack Frame. Packed one per box, five boxes per case.
 K-304 FS Compass Saw, Packed five per box.
 Challenger II FS Handsaw. Packed ten per box.

ORDERING DATES — Thru September 30, 1972.

SHIPPING DATES — After July 1, 1972.

MINIMUM ORDER — \$500 Freight prepaid and allowed.

ORDERING INSTRUCTIONS — Designate Fall Specials. Each order must specify "FS" to qualify for promotional prices.

TERMS — 2% - 10 days, net.

RETAIL PROMOTION DATES — "Golden Value Days" September 28 through October 14, 1972.

